

urban

RENAISSANCE

QUARTERLY NEWSLETTER



Business incubator building

Photo credit: Julie Ray

BUSINESS INCUBATOR PLANS MOVING FORWARD

This past March, the **Las Vegas City Council** approved an agreement and lease that will aid the development and growth of small businesses in our area. Specifically, the council approved a lease and operating agreement between the city and the **Las Vegas Redevelopment Agency (RDA)**, and a sublease between the RDA and **Urban Chamber of Commerce** that allows the two entities to develop and manage a business incubator program.

Under the agreement, the Urban Chamber of Commerce will develop

and implement a business plan to govern management, general office administration, training and related services that will be offered to businesses housed at the incubator building. As the sub-tenant of the RDA, the Urban Chamber's administrative offices will also be located within the incubator.

The approximately 17,171-square-foot business incubator is located at 1951 Stella Lake Street in Enterprise Park in West Las Vegas across from the FBI Regional Headquarters building.

Ward 5 Councilman Ricki Y. Barlow noted that this partnership will

2	OLD BONEYARD, NEW LIFE
5	ECONOMIC INDICATORS
10	FREE BUSINESS SEMINARS
11	DEMENTIA AND DIET

NEW LIFE COMING TO 601 FREMONT STREET

New life awaits the intersection at Fremont and Sixth streets in downtown Las Vegas now that the **Las Vegas City Council** is considering a lease with purchase option for the 48,740-square-foot structure on the southeast corner. The council will consider this agreement at the May 19, 2010 meeting.

601 Fremont LLC plans to develop the ground floor of the dormant brick building into a retail, restaurant and entertainment complex.

In the 1950s, the building originally was built and operated as a Sears and Roebuck department store. More recently, it served as a Las Vegas Metropolitan Police Department substation and fingerprint headquarters.

The city of Las Vegas has owned the building since 2003. ■



OFFICE OF BUSINESS DEVELOPMENT

"Business Incubator" - continued on page 4

OLD BONEYARD GIVEN NEW LIFE

Since 1996, the **Neon Boneyard** has housed signs that once glittered brightly and then sat idle as a reminder of bygone Las Vegas legends. This Boneyard of a different sort, operated by the nonprofit **Neon Museum**, has been in movies and served as the backdrop for photo and television shoots.

Soon the Boneyard will have a newly refurbished home, one that's been turned into a full-fledged tourist attraction. At the beginning of February, the vintage signs were transported to a temporary home so work could begin at the permanent Boneyard site located on the east side of Las Vegas Boulevard at McWilliams Avenue.

The \$1.9 million improvement project includes construction of a half-acre public park, along with one full acre devoted to displaying the neon signs. Construction and renovation work is expected to be completed by the end of 2010.

Once reopened to the public, more than 140 nostalgic signs will be on display. Although most of these signs cannot be fully restored, Boneyard operations manager **Danielle Kelly** reported that organizers hope to have several signs refurbished and lit in time for the reopening.

Upon reopening, the Boneyard will once again be available for prearranged guided tours, Tuesdays through Saturdays. A \$15 per person donation is requested.

The next renovation phase will involve the revitalization of the mid-20th century motel, the La Concha, slated to serve as a future Neon Museum and Scenic Byways visitor center. Beginning in 1961, this motel, designed by African-American architect Paul Revere Williams, welcomed guests on the Las Vegas Strip for more than 40 years. Its doors were closed for good in 2003. In 2006, it was carefully dismantled and moved to its current site.

Current plans are to have the La Concha open as a visitor center in early summer 2011.

Funding for these projects is being provided by the **Bureau of Land Management** through the sale of public lands as authorized by the Southern Nevada Public Land Management Act. This act keeps money from Nevada federal land sales in the state for parks and trail projects. The **city of Las Vegas Department of Public Works** is overseeing the project.

The Neon Boneyard is located in the downtown area along the section of Las Vegas Boulevard that recently earned designation as a National Scenic Byway. The park is also situated in the heart of the Las Vegas Cultural Corridor. The corridor is comprised of a concentration of cultural and educational institutions: the Las Vegas Natural History Museum, Lied Discovery Children's Museum, Old Las Vegas Mormon Fort State Historic Park, the Las Vegas Library, the Reed Whipple Cultural Center and Cashman Center.

For more information, visit www.neonmuseum.org. ■



Photo rendering courtesy of Neon Museum



Photo courtesy of Neon Museum

Free Resource Information

Seeking business resource information? Visit us online and view/print out a copy of our free **Business Guide**. It contains information on city, county, state and national resources; Nevada taxes; starting a business and more. The 20-page guide can be found at: <http://www.lasvegasnevada.gov/files/BusinessGuide.pdf>.

MEET LAS VEGAS DEBUTS IN DOWNTOWN

Billed as a boutique event venue, **MEET Las Vegas** officially opened its doors for business this past March in downtown Las Vegas. Located at 233 S. Fourth St., this 30,000-square-foot facility provides three floors of state-of-the-art exhibit, audio-visual and branding opportunities.

While each floor contains roughly the same amount of space — 10,000 square feet — each has a different feel and serves a different function.

The first floor offers open space suitable for exhibitions, displays and demonstrations. High ceilings and weight-bearing rigging allow for suspending heavy items such as automobiles. Sound-proofing makes this facility conducive for television and film production; **Chief Executive Officer Dan Maddux** reports that several production companies have already approached him about filming at the facility. A full professional kitchen is also available on this floor.

The second floor, with lower ceilings and more intimate settings, offers 3,791-square-feet of multipurpose event space including a lounge area that wraps around the entire second floor and was designed to encourage impromptu meetings and gatherings. This floor also includes more than 1,000 square-feet of staging and temporary storage.

The third floor serves as an executive training center, providing a boardroom with video conferencing. Next door to the boardroom is a caterer's prep kitchen and break area. Down the hall are two classrooms outfitted

with 20+ computers each, as well as flat screens, projectors and smart boards. When the focus turns away from business, third floor corridors offer ample wall space and ambiance for art shows.

An outdoor pavilion on the building's north side is able to accommodate up to 400 people.

The building was purposefully designed with no windows in order to better control each event's lighting and "mood," Dan Maddux said.

An unusual feature of the facility, which sets it apart from others in Las Vegas, is its numerous

branding opportunities. In fact, **the building itself** can be turned into a branding opportunity. An event sponsor's logo can be incorporated onto electronic signage, the

facility's interior walls and even the building's exterior. Gone are old-fashioned easels and other clutter-producers; in their place are more modern, sophisticated attention-grabbers.

Dan Maddux noted his motivation for this \$26 million investment in Las Vegas was the city's future potential for growing its convention markets, as well as the area's growth potential in industries such as film and fashion.

MEET Las Vegas is Maddux's third training and exhibition center. The first was a 12,000-square-foot facility that opened 18 years ago in San Antonio, Texas; the second was the "White House" training center in Las Vegas, which has been sold to the Las Vegas Convention Center.

For more information, visit www.meetlv.com.



Exterior available for branding

Photo courtesy of MEET Las Vegas



First floor interior

Photo courtesy of MEET Las Vegas

SYMPHONY PARK AVENUE REPLACES DISCOVERY DRIVE

As of this past March, **Symphony Park Avenue** is the new name for Discovery Drive, the east-west roadway that intersects Martin L. King Boulevard and Grand Central Parkway in downtown Las Vegas. New signs have already been installed. The Las Vegas City Council approved the Symphony Park Avenue name change.

This is part of an effort to brand and promote **Symphony Park™**, declared **Las Vegas Mayor Oscar B. Goodman**.

Symphony Park™, a 61-acre development in the heart of downtown Las Vegas, is the locale of the **Cleveland Clinic Lou Ruvo Center for Brain Health** and the under-construction **Smith Center for the Performing Arts**. Also planned for this city neighborhood are office, retail and residential complexes. Symphony Park™ will be the largest "green" urban development in the United States.



Sign in foreground, brain center behind

Photo credit: Stewart Freshwater

Symphony Park™ is coming to fruition through a public-private partnership between the city of Las Vegas, the land owner and master developer, and Newland Communities, which serves as project manager and oversees day-to-day development of the project. ■

BUSINESS INCUBATOR continued from page 1

enable the city and chamber of commerce to pool resources for creating business opportunities.

Business incubator programs, which have been implemented in communities throughout the United States, provide below-market-rate office space and support services for new or recently formed small businesses. The goal is to help develop small businesses so that they are able to become fully functioning independent enterprises.

"Despite the recession, there are many individuals in our community who aspire to be successful business owners and operators," said **Urban Chamber of Commerce President Debra Nelson**. "This facility will help

these individuals pursue their dreams, create jobs and contribute meaningfully to the economic vitality of Southern Nevada."

The facility offers 10 flexible 1,200-square-foot spaces. These spaces can be used for office or light industrial purposes. An additional 5,171 square feet of office space is also available.

Three businesses are currently housed in the incubator: Stargate Plumbing, J& M Financial and ProServe Mortgage.

Business owners interested in participating in the incubator program should contact the Las Vegas Redevelopment Agency at 702.229.6100 or the Urban Chamber of Commerce at 702.648.6222. ■

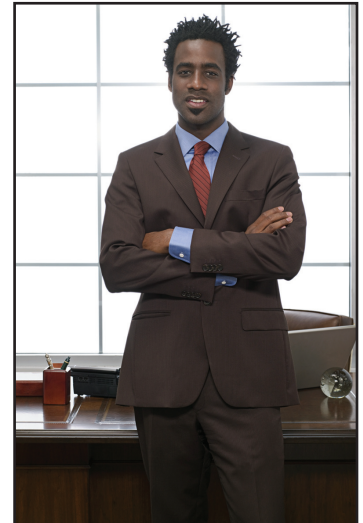
“Despite the recession, there are many individuals in our community who aspire to be successful business owners and operators.”

—Urban Chamber of Commerce
President Debra Nelson

Las Vegas Valley Fact Sheet October through December 2009

Economic Indicators

EMPLOYMENT ACTIVITY ⁽¹⁾		
Indicator	Clark County	Las Vegas*
December 2009 Total Employment	810,700	223,193
Goods Producing		
Natural Resources & Mining	200	7
Construction	54,800	9,291
Manufacturing	20,200	2,490
Services Producing		
Trade, Transportation & Utilities	146,100	36,965
Information	9,300	4,398
Financial Activities	41,400	14,494
Professional & Business Services	102,400	30,237
Education & Health Services	69,200	21,065
Leisure & Hospitality	245,700	31,117
Other Services	23,300	7,809
Government	98,100	65,320
Change in Employment from December 2008	(69,900)	(17,153)
Unemployment Rate	13.0%	13.0%



Note: Employment is establishment-based (by place of work) includes multiple job holders and self-employed jobs.

This data is not seasonally adjusted.

* Estimated for Las Vegas.

TOURISM ACTIVITY				
VISITOR VOLUME ⁽²⁾	October	November	December	Q4, 2009
Las Vegas Valley	3,153,159	2,904,091	2,780,648	8,837,898
% CHANGE FROM SAME MONTH PRIOR YEAR*:	3.7%	2.9%	1.5%	2.8%
GAMING REVENUE ⁽³⁾	October	November	December	Q4, 2009
Strip	\$426,290,000	\$473,831,000	\$502,165,000	\$1,402,286,000
Downtown	\$40,411,000	\$47,389,000	\$36,232,000	\$124,032,000
Boulder Strip	\$58,920,000	\$65,319,000	\$61,216,000	\$185,455,000
Las Vegas MSA**	\$525,621,000	\$586,539,000	\$599,613,000	\$1,711,773,000
Clark County	\$673,404,000	\$750,798,000	\$753,170,000	\$2,177,372,000
% CHANGE FROM SAME MONTH PRIOR YEAR*:				
Strip	-10.3%	8.3%	5.9%	1.1%
Downtown	-16.4%	-1.3%	-12.4%	-9.9%
Boulder Strip	-6.4%	19.0%	-19.8%	-4.5%
Las Vegas MSA**	-10.3%	-8.5%	1.3%	-0.4%
Clark County	-11.1%	6.9%	-2.4%	-2.4%

* Q4, 2009 percent changes are measured against Q4, 2008 and may not necessarily equal the simple average of percent changes by month.

** Las Vegas MSA, as defined by the Las Vegas Convention and Visitors Authority, is comprised of the Strip, downtown and the Boulder Strip.

BUSINESS LICENSE ACTIVITY ⁽⁴⁾		
Jurisdiction	Licenses Issued	Total Active Licenses
Unincorporated Clark County	2,533	60,027
Henderson	659	12,770
North Las Vegas	329	7,426
Las Vegas	1,457	38,414
Las Vegas RDA*	289	5,743
Clark County**	4,978	118,637

* RDA included in Las Vegas.

** Excludes cities of Boulder City and Mesquite.

Las Vegas Valley Fact Sheet October through December 2009

Real Estate Indicators

FOR-SALE ATTACHED & DETACHED RESIDENTIAL PROJECTS ⁽⁵⁾

Active Projects	Projects	Total Units	Units Unsold	Q4 Closings	Avg. Close Price*	Avg. Close Price/sf
Unincorp. Las Vegas Valley	124	25,174	8,669	837	\$235,203	\$121
Henderson	39	6,148	2,433	163	\$261,982	\$124
North Las Vegas	39	5,766	1,787	162	\$212,451	\$95
Las Vegas**	44	6,461	3,012	233	\$234,648	\$113
Las Vegas RDA***	2	599	261	35	\$284,114	\$152
Las Vegas Valley	246	43,549	15,901	1,395	\$235,597	\$117
Proposed/Planned Projects	Projects	Total Units	Single Family Units	Multifamily Units	SF/MF Units Mixed	
Unincorp. Las Vegas Valley	128	16,608	5,361	10,748	499	
Henderson	68	13,348	3,318	8,504	1,526	
North Las Vegas	46	5,822	2,002	3,820	-	
Las Vegas	84	18,012	4,307	13,705	-	
Las Vegas RDA***	22	12,885	85	12,800	-	
Las Vegas Valley	326	53,790	14,988	36,777	2,025	

Note: Active defined as projects having sales this quarter.

* Average close price and close price per square foot are averaged over Q4 prices and weighted by Q4 units closed.

** Excluding the RDA, the Las Vegas average price and average price per square foot were \$225,904/\$107.

*** RDA included in Las Vegas.

APARTMENT PROJECTS BY TYPE ⁽⁶⁾

Expected Completion

Jurisdiction	Type	2010		2011	
		Proj.	Units	Proj.	Units
Unincorporated Las Vegas Valley	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	-	-	-	-
	<u>Conventional</u>	<u>2</u>	<u>552</u>	<u>2</u>	<u>681</u>
	Total	2	552	2	681
Henderson	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	-	-	-	-
	<u>Conventional</u>	<u>3</u>	<u>1,026</u>	<u>-</u>	<u>-</u>
	Total	3	1,026	0	0
North Las Vegas	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	-	-	-	-
	<u>Conventional</u>	<u>1</u>	<u>168</u>	<u>2</u>	<u>616</u>
	Total	1	168	2	616
Las Vegas	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	2	494	-	-
	<u>Conventional</u>	<u>1</u>	<u>494</u>	<u>-</u>	<u>-</u>
	Total	3	913	0	0
Las Vegas RDA*	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	-	-	-	-
	<u>Conventional</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	Total	0	0	0	0
Las Vegas Valley	Affordable	-	-	-	-
	Age Restricted	-	-	-	-
	Affordable & Age Restricted	2	494	-	-
	<u>Conventional</u>	<u>7</u>	<u>2,165</u>	<u>4</u>	<u>1,297</u>
	Total	9	2,659	4	1,297

Note: **Affordable** is subsidized housing under Section 42 of the IRS tax code. **Age restricted** is senior housing, generally age 55 years and older.

* RDA included in Las Vegas.

PROPOSED APARTMENT UNITS BY QUARTER ⁽⁶⁾

Jurisdiction	2010	2011
Unincorporated Las Vegas	552	681
Henderson	1,026	-
North Las Vegas	168	616
Las Vegas	913	-
Las Vegas RDA*	-	-
Las Vegas Valley	2,659	1,297

* RDA included in Las Vegas.

Las Vegas Valley Fact Sheet October through December 2009

Real Estate Indicators, continued

APARTMENT RENTS & VACANCIES ⁽⁶⁾

Jurisdiction	Avg. Monthly Rent	Avg. Vacancy
Unincorp. Las Vegas Valley	\$824	10.8%
Henderson	\$878	10.1%
North Las Vegas	\$830	10.3%
Las Vegas	\$806	11.4%
Las Vegas RDA*	\$651	13.6%
Las Vegas Valley**	\$787	11.0%

* RDA included in Las Vegas.

** Valley-wide direct rent and vacancy rate is weighted by units by jurisdiction.



FOR-LEASE COMMERCIAL EMPLOYMENT ⁽⁷⁾

	Existing	Under Const.
RETAIL EMPLOYMENT		
Unincorp. Las Vegas Valley	33,625	-
Henderson	16,162	596
North Las Vegas	6,850	-
Las Vegas	30,150	541
Las Vegas RDA*	1,219	-
Las Vegas Valley	86,787	1,137
OFFICE EMPLOYMENT		
Unincorp. Las Vegas Valley	86,500	-
Henderson	24,842	-
North Las Vegas	3,338	-
Las Vegas	63,422	-
Las Vegas RDA*	12,759	-
Las Vegas Valley	178,102	0
INDUSTRIAL EMPLOYMENT		
Unincorp. Las Vegas Valley	87,047	381
Henderson	13,895	36
North Las Vegas	24,863	141
Las Vegas	14,692	-
Las Vegas RDA*	8,388	-
Las Vegas Valley	140,497	558

* RDA included in Las Vegas.

FOR LEASE COMMERCIAL INVENTORY ⁽⁷⁾

	Projects	Total Existing Space (sf)	Vacancy (%)	Average Rent (\$)	Y-O-Y Absorption (sf)	# of Under Const. Projects	Under Const. (sf)
RETAIL INVENTORY							
Unincorp. Las Vegas Valley	99	16,129,025	6.2%	\$1.70	-21,004	1	296,000
Henderson	47	8,033,308	9.5%	\$1.51	267,349	-	-
North Las Vegas	21	3,485,729	11.6%	\$1.71	-26,279	-	-
Las Vegas	84	14,757,391	8.1%	\$1.14	-149,886	1	264,691
Las Vegas RDA*	6	724,888	24.3%	\$1.08	-36,603	-	-
Las Vegas Valley	251	42,405,453	7.9%	\$1.65	-464,518	2	560,691
OFFICE INVENTORY							
Unincorp. Las Vegas Valley	535	20,372,297	25.7%	\$2.17	-53,066	-	-
Henderson	141	5,572,278	22.0%	\$2.31	-139,350	-	-
North Las Vegas	27	708,704	17.6%	\$2.03	-2,369	-	-
Las Vegas	369	14,181,831	21.7%	\$2.21	-493,495	-	-
Las Vegas RDA*	62	2,527,844	11.7%	\$2.30	-144,938	-	-
Las Vegas Valley	1,072	40,835,110	23.7%	\$2.23	-688,280	0	0
INDUSTRIAL INVENTORY							
Unincorp. Las Vegas Valley	1,620	57,309,810	16.5%	\$0.57	-1,703,868	2	250,928
Henderson	312	9,685,448	21.1%	\$0.54	-198,964	1	25,000
North Las Vegas	420	16,686,147	18.0%	\$0.42	-780,760	1	94,680
Las Vegas	393	9,201,416	12.2%	\$0.64	-409,054	-	-
Las Vegas RDA*	227	4,938,437	6.6%	\$0.41	-46,688	-	-
Las Vegas Valley	2,745	92,882,821	16.8%	\$0.54	-3,092,646	4	370,608

Note: Commercial inventories are based on anchored retail projects, multitenant office buildings or office parks with at least 10,000 square feet of usable space and industrial buildings and projects with roll-up doors.

* RDA included in Las Vegas.

Las Vegas Valley Fact Sheet October through December 2009

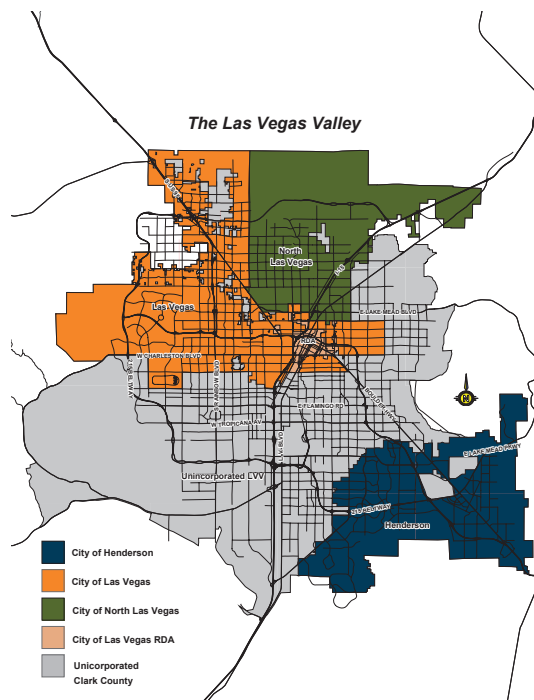
Real Estate Indicators, continued

BUILDING PERMITS / VALUE ⁽⁸⁾

Jurisdiction	Category	Single Family	Multifamily	Commercial	Hotel/Motel	Total
Unincorporated Clark County	Units	448	84	n/a	n/a	532
	Permits	448	28	13	1	490
	Valuation	\$47,098,370	\$6,971,377	\$21,062,019	\$20,000,000	\$95,131,766
	Certificates of Occupancy					756
Henderson	Units	166	24	n/a	n/a	190
	Permits	166	24	1	-	191
	Valuation	\$19,163,298	\$2,997,525	\$142,650	\$ -	\$22,303,473
	Certificates of Occupancy					156
North Las Vegas	Units	134	-	n/a	n/a	134
	Permits	134	-	4	2	140
	Valuation	\$17,757,201	\$ -	\$1,068,336	\$42,000	\$18,867,537
	Certificates of Occupancy					280*
Las Vegas	Units	193	96	n/a	n/a	289
	Permits	193	4	13	***	210
	Valuation	\$21,236,627	\$6,783,239	\$168,815,538	***	\$196,835,404
	Certificates of Occupancy					787
Las Vegas RDA**	Units	-	-	n/a	n/a	-
	Permits	-	-	6	***	6
	Valuation	\$ -	\$ -	\$38,634,968	***	\$38,634,968
	Certificates of Occupancy					-
Clark County****	Units	941	204	n/a	n/a	1,145
	Permits	941	56	31	3	1,031
	Valuation	\$105,255,496	\$16,752,141	\$191,088,543	\$20,042,000	\$333,138,180
	Certificates of Occupancy					1,979

* North Las Vegas records non-residential certificates of occupancy only.
 ** RDA included in Las Vegas.

*** Las Vegas hotel/motel permits and valuation are accounted for in the commercial category.
 **** Excludes cities of Boulder City & Mesquite.



Sources:

- (1) Nevada Department of Employment, Training and Rehabilitation
- (2) Las Vegas Convention and Visitors Authority
- (3) Nevada State Gaming Control Board
- (4) County and municipal governments
- (5) Restrepo Consulting Group LLC (RCG); Hanley Wood Market Intelligence; Home Builders Research
- (6) RCG; UNLV Center for Business and Economic Research; CB Richard Ellis
- (7) RCG*
- (8) County and municipal governments; RCG

*Due to reclassifications of and adjustments to data between reporting periods, the commercial market data for the latest quarter may not necessarily be comparable to a previously reported quarter.

Disclaimer: The information furnished by Restrepo Consulting Group LLC (RCG) in its quarterly reports to the city under this contract has been obtained from sources RCG deems reliable and is submitted subject to errors, omissions and changes. Although RCG has no reason to doubt its accuracy, RCG does not guarantee it.

RTC ACES GOLDEN OPPORTUNITY

You'll be seeing more gold and blue around town, the colors of the ACE vehicles inaugurated by the Regional Transportation Commission (RTC). The new ACE Gold Line and ACE Express C-Line began service the last week in March.

The new, plush gasoline-electric vehicles for the ACE GOLD Line carry passengers to stops throughout downtown, the Las Vegas Convention Center and along the Las Vegas Strip.

Travelers on the hybrid ACE Xpress C-Line can commute nonstop from downtown to the Centennial Hills area in the valley's northwest. Southbound, this route continues through downtown and ends at the University of Nevada, Las Vegas campus.

Downtown boarding stops are in the following locations:

- ACE Gold Line heading toward The Strip:
 - Fremont Street Experience at Binion's
- ACE Gold Line to Las Vegas Premium Outlets and Symphony Park:
 - Fremont Street Experience and Carson Avenue
- ACE Xpress C-Line going to Centennial Hills:
 - Fremont Street Experience and Fourth Street
- ACE Xpress C-Line heading to UNLV:
 - Third Street at Louis Avenue

Both rapid-transit lines run 24/7, with the longest wait-time averaging 30 minutes. Fares are \$3 for a two-hour pass and \$7 for a 24-hour pass. Tickets must be purchased prior to boarding at the ticket vending machines available at the waiting areas.

The 21,000-square-foot Bonneville Transit Center, expected to open this summer, will serve as the central hub for the RTC's ACE rapid transit system and other transportation services. The new center is currently under construction at the intersection of Bonneville

Avenue and Casino Center Boulevard.

Two more RTC lines are in the works. The ACE Green Line connecting Las Vegas with Henderson is currently under construction. Work began on March

15, 2010 and is anticipated to be completed in the fall of 2011. The Sahara Bus Rapid Transit is currently in the design phase.

For more information, including transit route maps and schedules, as well as answers to frequently asked questions, visit www.rtcnv.com.



ACE's inauguration

Photo credit: June Johns



New ACE bus

Photo courtesy of RTC

FREE BUSINESS SEMINARS OFFERED BY OBD



Adam Hodson instructs

Photo credit: June Johns

The **Office of Business Development** continues to co-sponsor free business seminars with the **Adam Hodson CPA** firm. These seminars are held every Thursday morning at the **Historic Fifth Street School** in downtown Las Vegas. The one-hour presentations cover a variety of business-related topics including state and local business licensing requirements, basic accounting practices, basic Quickbooks training, cash-flow strategies and marketing/branding/networking information. While the cost to attend is complimentary, advance registration is required. For more information and to register, please contact Darren Harris at 702.229.6862. Separate registration for each class is required.

ON THE RECORD

"I want to go on the record, as a small business owner, that my experience with working with numerous representatives of the city was 'First Class'; with unquestionable professionalism and with the commitment to providing valuable assistance. I am proud and grateful for the opportunity of being part of the city of Las Vegas."

- Melvin Kerr, President & CEO, DecoWest

This excerpt is from a letter sent to Las Vegas Mayor Oscar B. Goodman dated March 5, 2010. DecoWest is a 28-employee company that produces custom-imprinted glass, plastic and ceramics. Mr. Kerr recently relocated his company's production facility to the city of Las Vegas.

HISTORIC MEETING PLACE

Are you seeking a centrally located meeting place with a distinctive flare? Consider the **Historic Fifth Street School**.

The **Las Vegas Redevelopment Agency** completely renovated and revitalized this Spanish Mission-style structure.

The agency preserved its historic exterior, while turning its interior spaces into modern meeting facilities and offices. For more information, call 702.229.6469, or visit www.lasvegasnevada.gov/5thstreetschool.



Photo credit: Julie Ray

DEMENTIA AND DIET: CONNECTING THE DOTS

Paris 1975: a land of creamy cheeses, buttery croissants and endless varieties of mouth-watering pastries — and the obesity rate is two percent. Fast forward to today and you'll find the rate has climbed. Currently, 11.3 percent of the population is obese and 40 percent are overweight, according to the Internet site CalorieLab. Within a generation, the landscape and waistlines of a whole metropolitan city have been transformed. The cause? Fast food. As the French embrace more of America's poor eating practices, they also quickly approach this country's epidemic rate of packing on the pounds. Today, 68 percent of American adults are overweight and 34 percent are considered obese, which makes the U.S. the ninth fattest country in the world. It's obvious to see what effects naughty nibbling can have on the body, but did you know it can take its toll on the mind as well?

Enter **Bill Barum**, senior director of operational support services, whose job is to help the Cleveland Clinic Foundation wage war on bad eating habits. The Foundation operates downtown's new **Cleveland Clinic Lou Ruvo Center for Brain Health**.

As a culinary professional, Barum oversees in-patient food, client wellness and restaurant operations for all of the Cleveland Clinic Foundation's 13 facilities. It is his job to make sure that Cleveland Clinic's patients receive the

proper nutritional care, that they are served foods that not only nourish the body, but the mind as well.

"The part of the body that uses the most calories is the brain," Barum explained. And if you don't feed the brain properly, it won't function up to its potential.

Barum became acutely aware of this one day when working at The Mission in Las Vegas, while pursuing a graduate degree in Applied Nutrition at the University of Nevada, Las Vegas. One morning he observed some needy

families lined up outside the service facility holding "breakfasts" consisting of Cheetos, Snickers bars, Vienna sausages and cherry soda. It wasn't long afterward that Barum read how poorly such children performed in

school compared with children from middle-income families. Barum immediately made the connection: without the right kind of fuel, how could their brains be expected to work well?

It's this same reasoning he brings

to his job at all of Cleveland Clinic's facilities, but especially at the local brain health center. Barum is convinced that diet can have a direct impact on dementia and neurological disorders. And what better place to put his theories to work than at the Las Vegas facility dedicated to the research, treatment and cure for Alzheimer's and other brain-related diseases. Furthermore, Barum reasons, if bad diets can impair how the brain functions, then he can develop meals and create wellness programs that can reduce the symptoms of dementia.

In India they've been using diet as "good medicine" for centuries through *ayurvedics*, foods and herbs used for healing purposes. Barum has studied this practice in India for several years. It's part of more than 40 years of culinary experience he brings to the job at the brain health center.

His culinary career began with serving meals on a nuclear submarine in the U.S. Navy. What followed included cooking apprenticeships in Paris, working for upscale hotel kitchens throughout Asia, a stint at New York's famed Waldorf Astoria and cooking for international figures such as Imelda Marcos. He also served as head of product development for Kraft Foods, where he created the line of Athenos brand Mediterranean spreads. One of his most noteworthy positions — among many

noteworthy positions — was serving as chef of state for King Hussein and Queen Noor of Jordan. There are only 13 chefs of state throughout the world and Barum is the only American to date to hold this position. ■



Photo courtesy of Cleveland Clinic Lou Ruvo Center for Brain Health



Photo courtesy of Cleveland Clinic Lou Ruvo Center for Brain Health

POISED FOR ECONOMIC RECOVERY



The Smith Center for the Performing Arts under construction

Photo credit: Lorna Meyer

"The importance of downtown Las Vegas to Southern Nevada's economic recovery cannot be overstated. Its location at the valley's core combined with it being the center of government; large-scale investment by the private and public sectors; changing demographics; and a growing acceptance of urban living all bode well for the area when the local economy recovers."

-John Restrepo
Economic Researcher
Restrepo Consulting Group LLC

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